

Global Marketing Automation Market Size study&Forecast, bySolution (Campaign Management, Email Marketing, Inbound Marketing, Mobile Applications, Lead Nurturing & Lead Scoring, Reporting & Analytics, Social Media Marketing, Others) by Deployment (On-premise, Cloud), by Enterprise Size (Large Enterprises, Small & Medium Enterprises), by End-use (BFSI, Retail, Healthcare, Telecom & IT, Discrete Manufacturing, Government & Education, Others)and Regional Analysis, 2022-2029

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Abstracts

Global Marketing Automation Market is valued at approximately USD 4.9 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 9.8% over the forecast period 2022-2029. Marketing Automation software streamlines the marketing process through digital marketing techniques. It is an online platform for a different organizations that enables them to work on several online channels with better data for smarter decisions. This also makes it easy to understand the choices of customers and allows easy communication with clients. It basically leads to marketing and sales on one page generating additional revenue at a lower cost. Additionally, the emerging digitalization of businesses and rising penetration of Internet among the users is driving the market for the global marketing automation market.

According to new advancements and developments world is evolving and the emerging digitalization of the business environment is boosting the demand for marketing automation. There has been seen around 10.4% growth year-on-year. In 2020, the

global spending on digital transformation accounted for USD 1.3 trillion. The rising Internet penetration was the major reason for marketing automation by organizations as this rise was seen up to a great extent from just 4% in 2007 to 47% in 2021. Almost two thirds of the global population is connected to World Wide Web thus, increasing the number of internet, mobile devices and social media users. For instance, internet users across the world stood at 4.9 billion. Moreover, the continuous advancements, developments and innovations for automation with the rising adoption of advanced technologies such as Artificial Intelligence (AI) and Machine Learning (ML) is contributing towards the market growth. However, the rising security concerns for confidential data stifle the market growth of the marketing automation market throughout the forecast period of 2022-2029.

The key regions considered for the Global Marketing Automation Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market for the marketing automation market. The increasing adoption of automated marketing among the market players of this region played a major role. The large number of small and medium size of enterprises helps in accelerating marketing activities. The rise in industries such as entertainment, healthcare, retail, media and so on are adopting marketing automation software's. Asia-Pacific is expected to be the fastest-growing region due to rising usage of mobile devices and Internet. Several growth opportunities are experienced due to increasing adoption of technological solutions such as IoT and cloud computing services in this region.

Major market player included in this report are:

Act-On Software, Inc.

Adobe Systems Inc.

HubSpot, Inc.

International Business Machines Corporation

Marketo, Inc.

Oracle Corporation

Salesforce Inc.

Teradata Corporation

Keap (formerly Infusionsoft)

WePay, Inc.

Recent Developments in the Market:

In February 2022, mobile marketing personalization capabilities were added by Adobe that allows users to effectively engage in smartphones with several features such as push notification, design email, in-app messages and so on.

In August 2021, Keap introduced a broadcast texting feature and automated text messaging to reduce chaos and save business time.

Global Marketing Automation Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Solution, Deployment, Enterprise Size, End-use, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Solution offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Campaign Management

Email Marketing

Inbound Marketing

Mobile Applications

Lead Nurturing & Lead Scoring

Reporting & Analytics

Social Media Marketing

Others

By Deployment:

On-premise

Cloud

By Enterprise Size:

Large Enterprises
Small & Medium Enterprises

By End-use:

BFSI
Retail
Healthcare
Telecom & IT
Discrete Manufacturing
Government & Education
Others

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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